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ATTACHMENT I

SOHIO OIL COMPANY
OFFICE CORRESPONDENCE

July 22, 1988

C-STORE MANAGERS

Generic cigarettes are the fastest growing - and one of the most profitable segments of the tobacco industry. With every cigarette manufacturer's price increase, and the threat of a 1989 increase in the cigarette federal excise tax to reduce the national debt, generic cigarettes continue to grow. That is why it is important that Sohio Oil be positioned to satisfy customer demands for these products. All of the recent growth in the generic category has been fueled by branded generics such as Doral and Cambridge. To help support this program, Sohio Oil and R. J. Reynolds have developed the following:

a) A signage package including easel cards and window signs with pricing kits.

b) Initial product distribution.

c) Pack merchandisers to display products to the customers.

During the week of August 1, you will receive a distribution of the following products by your Tobacco Wholesaler:

Doral 100		4	Cartons
Doral 100	Menthol	4	"
Doral 85		4	"
Doral 85	Menthol	4	"
Doral 100	Full Flavor	3	"
Doral 100	Ultra Light	2	"
Doral 85	Full Flavor	2	"
Cambridge 100	Light	2	"
Cambridge 100	Light Menthol	2	"
Cambridge 85	Light	3	"
Cambridge 85	Light Menthol	2	"
Cambridge 100	Ultra	2	"

The product distribution includes the major selling branded generics in your geography. Although many of you already sell these brands, the above shipment allows Sohio Oil to receive promotional allowances.

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ATTACHMENT 1

During the week of August 1, an R. J. Reynolds' representative will visit your station to place signage and the pack merchandiser. The easel card and window sign should be placed in an area visible to the customer without obstructing your daily business. The location should be agreed upon by you and your R. J. Reynolds' representative, however, the sign is customized to fit the window next to the door of kiosks and will be adaptable to other building styles as well. It is suggested where possible to place this sign on the side of the predominant traffic. Likewise, the pack merchandiser may be placed on the side or back counter, visible to the customer. The attached generic pack merchandiser plan-o-gram is included to aid your efforts.

Pricing the generic packs should follow the pricing guidelines already established within your district. Contact your supervisor for pricing details.

For tracking purposes, you should set a separate key for generic cigarette sales. There is no sales allowance for generic cartons and you must inventory generic cigarettes as a separate item on your shift checkout.

Thank you for the support in making this program a success. If you have any questions regarding this program, please contact your supervisor.

T. D. Liutkus

TDL/ngo
1015G

cc: R. B. Manton
S. S. Anderson
Region Managers
District Managers
Supervisors
C-Store Unit

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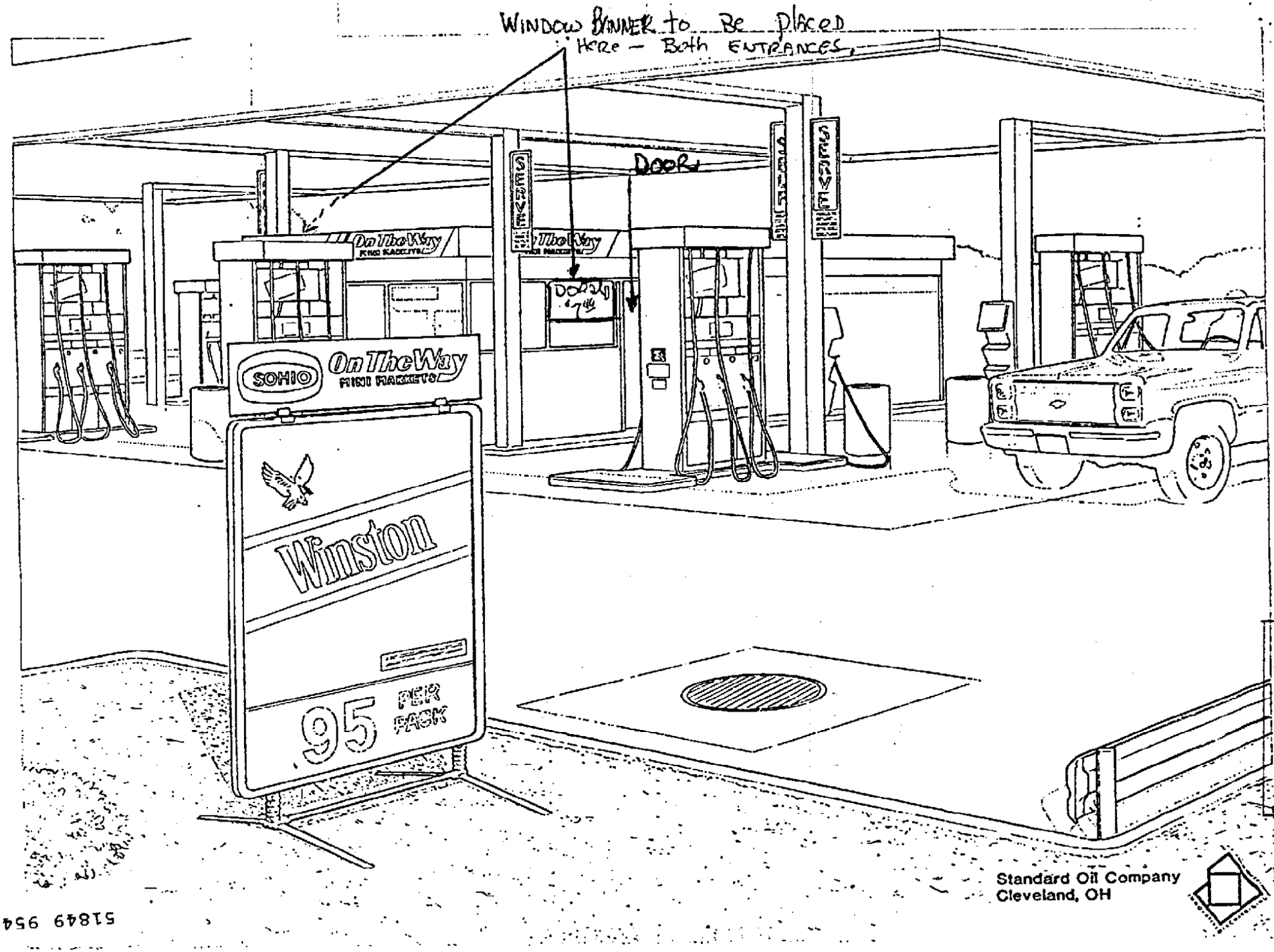
Source: https://www.industrydocuments.ucsf.edu/docs/krdy0000



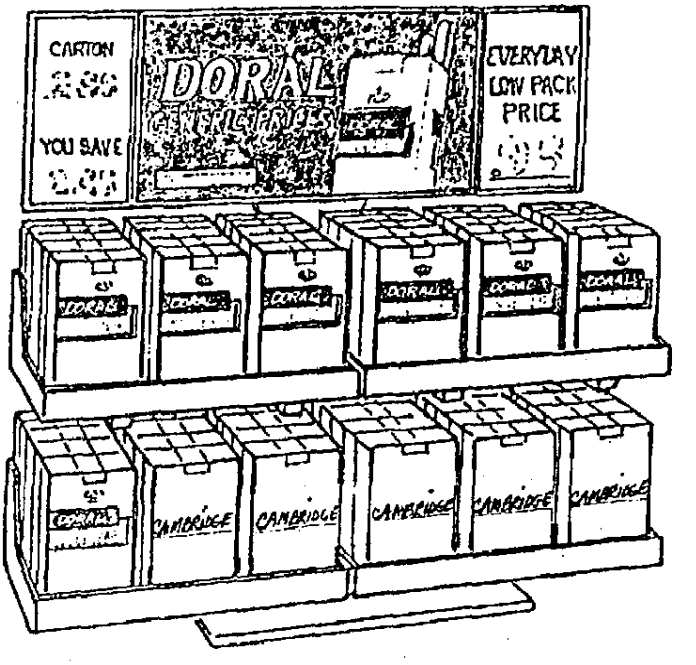
Source: https://www.industrydocuments.ucsf.edu/docs/krdy0000

ATTACHMENT III

for SOHIO OIL COMPANY (Boron, Gas & Go, Gulf, Sohio, BP, Gibbs)

Authorized by _____

Date June, 1988



AUTHORIZED DORAL PERMANENT DISPLAY UNIT

Can be placed on front counter or back bar in view of consumers. $6.00 per month payment if plan-o-gram and advertising is maintained.

DORAL	DORAL	DORAL	DORAL	DORAL	DORAL
DORAL	CAMBRIDGE	CAMBRIDGE	CAMBRIDGE	CAMBRIDGE	CAMBRIDGE

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Source: https://www.industrydocuments.ucsf.edu/docs/krdy0000

ATTACHMENT IV

for SOHIO OIL COMPANY (Boron, Gas & Go, Gulf, Sohio, BP, Gibbs)

Authorized by

Date June, 1988

AUTHORIZED DORAL PERMANENT DISPLAY UNIT

Can be placed on front counter or back bar in view of consumers. $6.00 per month payment if plan-o-gram and advertising is maintained.

DORAL	DORAL	DORAL	DORAL	DORAL	DORAL
DORAL	CAMBRIDGE	CAMBRIDGE	CAMBRIDGE	CAMBRIDGE	CAMBRIDGE
BLACK & WHITE	BLACK & WHITE	BLACK & WHITE	BLACK & WHITE	BLACK & WHITE	BLACK & WHITE

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Source: https://www.industrydocuments.ucsf.edu/docs/krdy0000